

3RNet



*National Rural Recruitment
and Retention Network*



Welcome and Recruitment for Retention Overview

www.3RNet.org

Who We Are

- Non profit membership association
- Each member is unique
- Funded through Federal Office of Rural Health Policy (FORHP)
- In existence over 20 years
- Job Board, Candidate Database, Education
 - 3,900+ jobs active, over 58,000 candidates
 - In FY17
 - 2,380 placements
 - \$2.3B in economic impact!





Core Beliefs of 3RNet

- “Recruitment” – having a process, using teamwork are key
- Competition is fierce, therefore communication must be candidate oriented
- Recruitment is both a science and an art
 - If science, everyone would succeed
 - If art, there would be no best practices/guidelines to follow
 - The best recruiters follow a process, and adapt their strategies depending on circumstance
- People/tools exist to help you recruit more effectively



What We'll Cover Today:

- Part 1: Finding Your Unique Selling Points
- Part 2: Marketing Yourself to Candidates
- Part 3: Support Resources & Resources from 3RNet



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Finding Your Unique Selling Points

www.3RNet.org

**Competition is fierce, therefore
communication must be candidate oriented**

What job would you choose as a candidate?

- A. High salary/loan repayment/outdoors
- B. High salary/loan repayment/outdoors
- C. High salary/loan repayment/outdoors

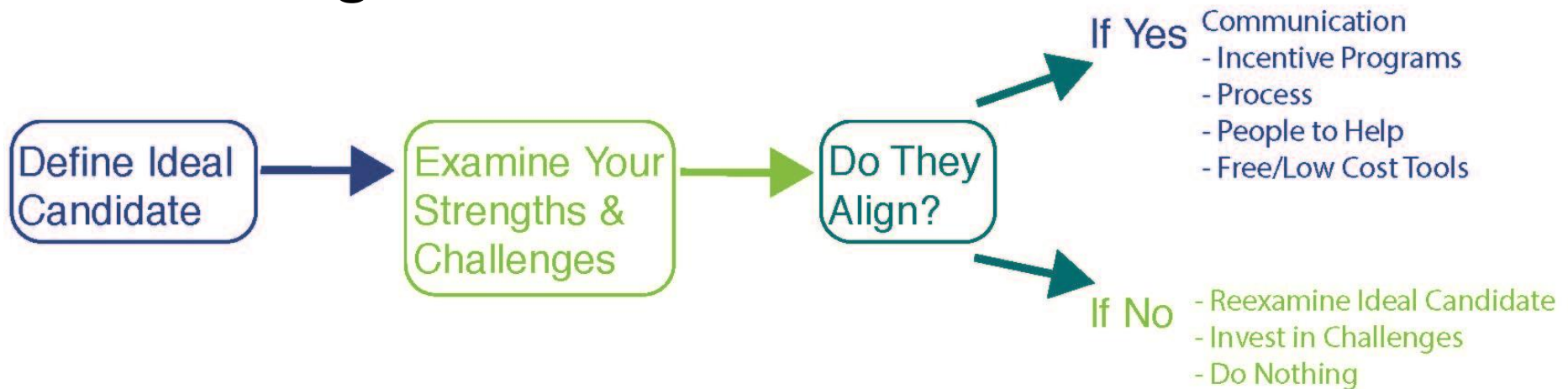


- Is an advantage, still an advantage, when most everyone offers it?
- You might have the best *insert factor here* in the world, but if the candidate doesn't need/want it, the result is null
- **What factors make ourselves stand out from our competitors?**



Do we offer what is important to them?

- Yes = Identify and communicate our strengths
- No = reexamine candidate, invest in our challenges



What factors matter?

Geographic

- Schools
- Climate
- Perception of Community
- Spousal Satisfaction

Economic

- Loan Repayment
- Competition
- Part-time Opportunities
- Signing Bonus

Scope of Practice

- Emergency Care
- Mental Health
- Obstetrics
- Administration Duties

Medical support

- Nursing Workforce
- Call/practice Coverage
- Perception of Quality
- Specialist Availability

Facility and Community Support

- EMR
- Welcome & Recruitment
- Televideo Support
- Plan for Capital Investment



Where did these research validated factors come from?

- Boise State University
 - Dr. Ed Baker
 - ebaker@boisestate.edu
- Idaho Family Medicine Residency
 - Dr. Dave Schmitz
 - david.f.schmitz@med.und.edu



Factors to Market Your...

- Three different eBooks: CAH, CHC, RHC
- Self-scoring guides
- 2017 Academy Website
 - www.Academy.3RNet.org
 - Passcode= Academy2017





Access to Larger Community

What does this factor mean?

The ability to access or ease of access to a larger community.

Why is it important?

Accessing a larger community often means access to specialized dining, entertainment, shopping, cultural, and religious opportunities.

Example: a candidate likes to regularly attend professional sporting events.

Potential Facility/Community Advantages

If your community has easy access or is a short commute to a large community, candidates may see an advantage of being able to benefit from a small community but still have easy access to the conveniences of a large community.

Example: a candidate is looking for loan repayment and outdoor opportunities which your community offers, and once a week they can easily travel 40 miles to a large city for any conveniences they may need.

Potential Facility/Community Challenges

If your community doesn't have easy access or is a long commute to a large community, candidates may see a challenge of getting specialized services.

Example: a candidate enjoys Asian cuisine, but the closest Asian restaurant or grocer is a two hour drive (which in winter becomes even tougher).

Ideas for Solutions to Challenges

Offer candidate every other Friday/Saturday/Sunday off so they can take an extended trip to the larger community.

Offer or leverage existing shared transportation options (bus, van, etc...) so candidates and their families can enjoy the larger community without having to commute themselves.

Sponsor or promote online access to specialized services (Amazon Prime, delivered specialty food, etcetera).

Have cultural night events where specialty cuisine and culture is sampled (a local university or college may be a good partner).

Summary

Know what your community has easy access to and if the candidate needs something that your community lacks, find creative solutions within your control that make it easier for them to obtain.

Instructions

- Your score - On a scale of 1-10, with 1 being an extreme challenge and 10 being an extreme advantage, how would you rate your facility/ community on each factor?
- Competitors score - On a scale of 1-10, with 1 being an extreme challenge and 10 being an extreme advantage, how would you rate your competitors on each factor?
- Variance score – compares the difference between your score and your competitors'. A positive score indicates an advantage, a negative score indicates a challenge.

1. Perception of quality

Your score (1-10)

Competitors score (1-10)

Variance score

2. Stability of physician workforce

Your score (1-10)

Competitors score (1-10)

Variance score

3. Call / practice coverage

Your score (1-10)

Competitors score (1-10)

Variance score

So what does this all mean?

- What do candidates want?
 - It depends.
- By knowing your strengths, you can target specific people
- If your strengths don't align with your ideal candidate, changes must be made



	Scope of Practice	Salary	Outdoors	Call Schedule	Loan Repayment	Services	Physical Plant	Part Time	Telemed
CHC 1	X	X	X	X	X			X	X
CHC 2	X	X	X		X	X	X		
CHC 3	X	X	X		X	X	X		
CHC 4		X	X	X	X	X	X		X



Marketing Yourself to Candidates

What We'll Cover:

1. How to Create an Effective Job Ad (and why this matters)
2. Managing Your Online Presence
3. Time & Money Saving Tools



1. Creating an Effective Job Ad

You Only Want One Thing in a Job Ad:

**What matters to a
candidate**



Answer These Candidate's Questions:

What Candidates Look for	Question(s) they are trying to answer	What you can communicate
Belonging	Am I the kind of person you're looking for?	Your story, current employees stories, teamwork
Fulfillment	Will I be content? How do I feel about myself in this role?	Quality care, clinical autonomy, making a difference
Esteem	Will I be respected? How do others feel about me?	Clinical leadership, opportunities to teach
Prosperity	Will I thrive?	Loan repayment, competitive pay, other compensation perks/benefits



Writing a Good Job Ad

- Get input from the experts (your staff!)
 - What matters to them? Why do they work there (and not somewhere else)
- Make it visual
 - Links to your website and others (chamber of commerce, local schools, maps, attractions, etc.)
 - Links to simple videos & photos
- Use your USPs!



Example:

[XYZ Community Health Center](#), founded in [Philadelphia](#) 1973, is seeking a Family Medicine Nurse Practitioner with the passion and skills to deliver high quality healthcare. Join a staff of almost 50 practitioners at seven locations, delivering primary medical, dental and behavioral care to more than 50,000 patients.

Watch our video about [why nurse practitioners choose to work at XYZ](#). We want to talk to you if you can:

- lead healthcare teams;
- provide high quality care;
- mentor team members;
- help XYZ constantly improve.

You'll enjoy the clinical autonomy to practice at the top of your license and make a positive difference every day. We offer a salary that meets market values for the Philadelphia area plus continuing education and professional dues compensation. Liability insurance covered under the Federal Tort Claims Act (FTCA). National Health Service Corps and [Pennsylvania state](#) loan repayment programs are possible. Interested in this dynamic, caring organization? **Send your CV to...**



2. Managing Your Online Presence

Where/when does a potential employee have their initial perception of your community?

Let's look at: websites, SEO, social media



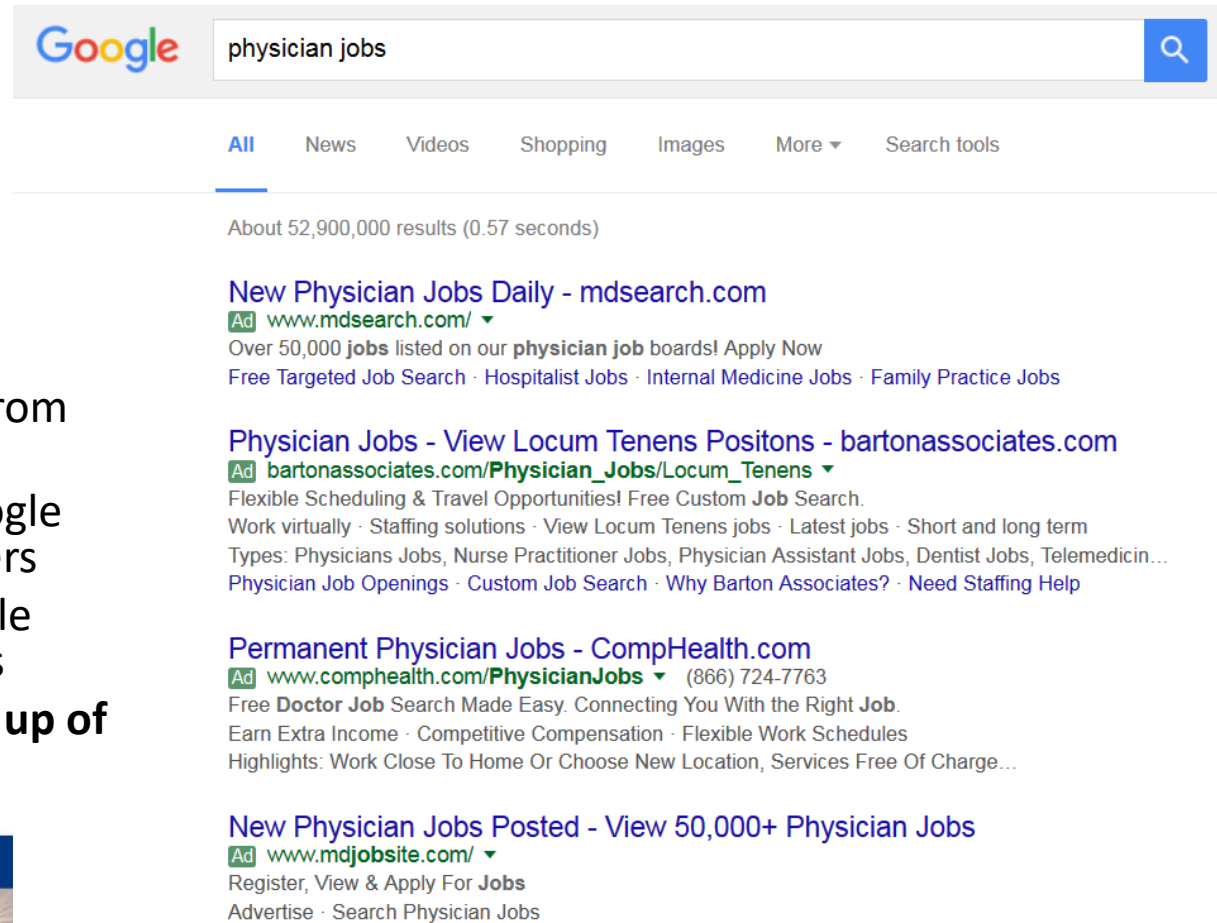
Websites

- Use Casual, conversational, and enthusiastic writing
- “Chunk” your content
 - Short paragraphs, short lines of text
- Use specific, concise headlines
- Variety of content (same idea as job ads!)
- Make your call to action clear, and easy



Search Engine Optimization

- How Google Works:
 - Google makes money from advertisers
 - Advertisers choose Google because of # of searchers
 - Searchers choose Google because of good results
 - **Good results are made up of good websites**



Rich & interactive content: Not just text!

- Photos
- Videos
- Graphics
- Charts
- Fresh
- Relevant
- Unique
- Substantive
- Engaging



Social Media

We use bitly.com & hootsuite.com to look like we have a “team of tweeters” behind us!

The screenshot shows the Hootsuite dashboard interface. A red circle highlights a list of profiles on the left, all named '3RNet'. A green circle highlights a text input field containing 'Example social media post #3RNetAnnualConference'. A blue circle highlights the 'AutoSchedule' section, which includes a calendar for September 2016, a date/time picker set to 2:30 PM on 2016-09-09, and a 'Schedule' button. The bottom of the dashboard shows social media share counts: 92 tweets, 1952 Facebook shares, and 641 LinkedIn shares.

Find profile... 4 x

Example social media post #3RNetAnnualConference

3RNet 3RNet 3RNet 3RNet

Add social network

Add a link...

AutoSchedule Off

AutoSchedule your message for optimal impact.

September 2016

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

2016-09-09

2 : 30 AM PM

☐ Email me when message is sent

Want to save time? Try the bulk message uploader

92 1952 641

Clear Save Schedule

Facebook & Twitter Ads

- Target a small audience or a national audience (many, many ways to target)
- Spend as little as \$5
- Reach a few hundred or few thousand people with a shoestring budget

New 3RNet Website
WEBSITE CLICKS OR CONVERSIONS

Targeting: 8 users · 1 location
[View audience reached](#)

Started 30 Aug 2016
Ends 9 Sep 2016

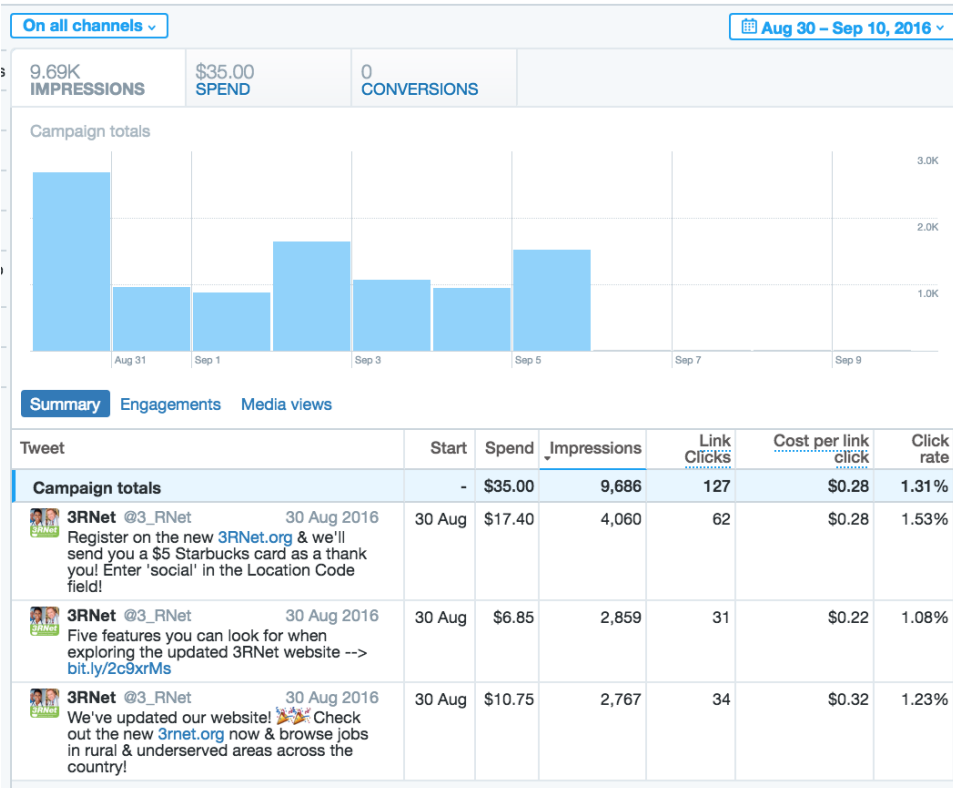
[Edit campaign](#)

[Export](#)

TOTAL BUDGET
\$35.00

DAILY BUDGET
\$5.00

AUTOMATIC BID



3. Time & Money Saving Tools

- www.fiverr.com - marketing & digital products/services starting at \$5
- Google Analytics, Facebook Pixel
- Weebly – easy-to-use website builder (we built www.academy.3RNet.org using this)
- Bitly.com & hootsuite.com
- Canva.com (create graphics online for free!)



To Recap:

1. Make those Ads Rock Using Your USPs!
2. Leverage Your Presence Online
3. Work Smarter, Not Harder with Time & Money Saving Tools





Support Resources

www.3RNet.org

- 3RNet Member
 - “One stop shop”, Trusted Resource
 - <https://www.3RNet.org/locations>
- Primary Care Office
 - Loan repayment, J-1 Visa Waiver, HPSA designations
- State Office of Rural Health
- Primary Care Association



Resources Available to You through 3RNet:

- Factors Books, Recruiting for Retention Manual
 - <https://academy.3rnet.org/>
 - Session Materials code: PABONUS
- Candidate Resources:
 - <https://www.3rnet.org/resources/resource-library>
- Employer's Guide to Workforce Programs:
 - https://www.3rnet.org/employer_guide/manual.html
- Adventures in Medicine:
 - <http://3rnet.physiciancareerplanning.com/>



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